

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
8 May 2003 (08.05.2003)

PCT

(10) International Publication Number
WO 03/038546 A3

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number: **PCT/US02/31559**

(22) International Filing Date: 3 October 2002 (03.10.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/045,120 26 October 2001 (26.10.2001) US

(71) Applicant: **IBIQUITY DIGITAL CORPORATION**
[US/US]; 20 Independence Boulevard, Warren, NJ 07059
(US).

(72) Inventor: **SYED, Majid**; 97 York Drive, Princeton, NJ 08540 (US).

(74) Agents: **HARPER, Blaney et al.**; Jones, Day, Reavis & Pogue, 51 Louisiana Avenue, N.W., Washington, DC 20001 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZM, ZW.

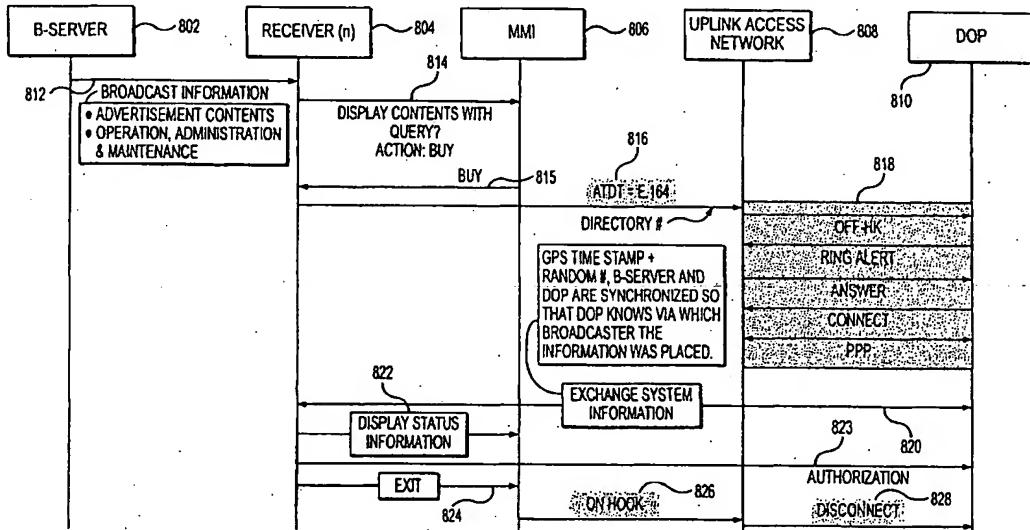
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING ELECTRONIC BULK BUYING



(57) **Abstract:** One or more broadcast servers (802) transmit information (advertisement content and multimedia data content) to one or more digital audio broadcast (iDAB) receivers (804) over a network such as an in-band on-channel (iBOC) network. A client with an iDAB receiver is able to purchase multimedia content (812) by a simple action through a man-machine interface (MMI) (806). Furthermore, a mechanism is described for setting thresholds, wherein the thresholds define when actual broadcasting of the content should begin. The thresholding mechanism is implemented either in iDAB receiver or in a Push-Pull gateway broadcasting the multimedia content. Bulk purchases are described, where such purchases are done via: direct order placement, indirect order placement, or via a B-server (over iBOC) download to receivers. Additionally, bulk purchase allows for the spreading of uplink traffic from consumer devices (808).

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(88) Date of publication of the international search report:

26 June 2003

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/31559

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
 US CL : 705/37

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 705/37

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A, P	US 6,374,177 B1 (LEE et al) 16 April 2002 (16.04.2002), col. 5, line 42 - col. 11, line 50.	1-56
A, P	US 2002/0010641 A1 (STEVENS et al) 24 January 2002 (24.01.2002), abstract.	1-56

 Further documents are listed in the continuation of Box C. See patent family annex.

Special categories of cited documents:

"A"	document defining the general state of the art which is not considered to be of particular relevance	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"B"	earlier application or patent published on or after the international filing date	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search

13 January 2003 (13.01.2003)

Date of mailing of the international search report

30 APR 2003

Name and mailing address of the ISA/US

Commissioner of Patents and Trademarks
 Box PCT
 Washington, D.C. 20231

Facsimile No. (703)305-3230

Authorized officer

Jeffrey Pwu

Telephone No. 703 308-7835